



Family Business for Sustainable Development

Speaker name: Alfonso Libano

Program slot: Call to Action

Objectives

- Inspire people to take their sustainability efforts to the next level
- Encourage everyone attending to sign the pledge and embrace transparency

Talking Points

Thank you, James, Sumitra and Gunseli.

So dear friends, now that you know more about our partnership and why it is critical for every family business to get involved, I'm asking every one of you to take action today.

The time has come for family business to step up and accelerate the work we all do to drive positive change in both our businesses and our communities.

As family business owners and operators, we can no longer afford to quietly and humbly go about our business and hope that our actions will speak for themselves.

We must proudly communicate our achievements, while also being honest about our challenges.

We need to transparently measure and report on our impacts, so we have the data required to build better businesses and better quantify the contributions we are making to society.

Most importantly, we must show family businesses are leading the way through our firm commitment to sustainability in every aspect of our businesses.

So, first and foremost, I am asking everyone here to sign the pledge today, if you haven't already.

And once you have signed, ask your families, your friends and anyone connected to family business to do the same. Because we need everyone involved in the family business community to stand up and be counted.

But the pledge is only the first step. As we have heard from all of the speakers today, transparency is something every family business must embrace going forward.

Measuring what matters and reporting on impacts will be central to the future growth and sustainability of every family business.

We believe the Sustainability Indicators for Family Business being developed through this partnership will be a great tool for every family business, so we hope you will consider using them as a part of how you report going forward.



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So dear friends let's go for it. Let's show the world what we are all about, that we are here for the long term, and that we are committed to delivering business solutions to some of the world's most pressing challenges.

Let's make it happen starting right now.

Thank you.